What is claimed is:

1. A method of calming a mammal comprising administering to said mammal a personal care composition which comprises an effective amount of a sensory fragrance, wherein the personal care composition is capable of reducing the cortisol level of the mammal by about 0.1 to about 75% and/or increasing the sIgA level of the mammal by about 10% to about 150%.

2. The method of claim 1 wherein the sensory fragrance is comprised of one or more members of the group consisting of chamomile, rose, orange, tuberose, sandalwood, lavender, cedarwood, bergamot, and benzoin resin.

3. A method of increasing smiling of a human comprising administering to said human a personal care composition that is comprised of an effective amount of a sensory fragrance.

4. The method of claim 3 wherein the sensory fragrance is comprised of one or more members of the group consisting of chamomile, rose, orange, tuberose, sandalwood, lavender, cedarwood, bergamot, and benzoin resin.

5. A method of reducing crying in a human comprising administering to said human a personal care composition which comprises an effective amount of a sensory fragrance.

6. The method of claim 5 wherein the human has an age of about 1 day to about 12 years.

7. The method of claim 5 wherein the sensory fragrance is comprised of one or more members of the group consisting of chamomile, rose, orange, tuberose, sandalwood, lavender, cedarwood, bergamot, and benzoin resin.

8. A method of improving sleep behaviors in a mammal comprising administering to said mammal a personal care composition which comprises an effective amount of a sensory fragrance.

9. The method of claim 8 wherein the sensory fragrance is comprised of one or more members of the group consisting of chamomile, rose, orange, tuberose, sandalwood, lavender, cedarwood, bergamot, and benzoin resin.

10. A method of soothing a mammal comprising administering to said mammal a personal care composition which comprises an effective amount of a sensory fragrance, wherein the personal care composition is capable of reducing the cortisol level of the mammal by about 0.1 to about 75% and/or increasing the sIgA level of the mammal by about 10% to about 150%.

11. The method of claim 10 wherein the sensory fragrance is comprised of one or more members of the group consisting of chamomile, rose, orange, tuberose, sandalwood, lavender, cedarwood, bergamot, and benzoin resin.

12. A personal care composition comprising an effective amount of a sensory fragrance, where said fragrance comprises one or more members of the group consisting of chamomile, rose, orange, tuberose, sandalwood, lavender, cedarwood, bergamot, and benzoin resin.

13. The personal care composition of claim 12, wherein the personal care composition is capable of reducing the cortisol level in a mammal by about 0.1 to about 75% and/or increasing the sIgA level in the human by about 10% to about 150%.

14. The personal care composition of claim 12, wherein the sensory fragrance is comprised of, based upon the total weight of the sensory fragrance, from about 3% to about 7% of essential oils and from about 93% to about 97% of an odoriferous portion containing benzenoid materials, alcohol materials, ester materials, aldehyde materials, ketone materials and mixtures thereof.

15. The personal care composition of claim 14 where
the benzenoid materials are selected from benzyl benzoate, benzyl carbinol, benzyl salicylate, benzyl cinnamate, diethyl phthalate, phenoxy ethanol, hexahydro-4,6,6,7,8,8-hexamethylcyclopenta-γ-2-benzopyran, 7-acetyl-1,1,3,4,4,6-hexamethyltetralin, 3-(3,4-methylene dioxyphenol)-2-methyl propanol, methyl-iso-eugenol, eugenol, and mixtures thereof;
the alcohol materials are selected from citronellol, alcohol C-8, alcohol C-10;

alcohol C-11, alcohol C12, dipropylene glycol, linalool, geraniol, benzyl
alcohol, 2-ethyl-4-(2,2,3-trimethyl-3-cyclopentene-1-yl)-2-buten-l-ol,
dihydromyrcenol, and mixtures thereof;

the aldehyde materials are selected from 4-(4-hydroxy-4-methylpentyl)-3-
cyclohexene 1-carboxoaldehyde, p-t-butyl-α-methyldihydrocinnamic
aldehyde, aldehyde C-10, aldehyde C-11, aldehyde C-12, laurinal,
heliotropine, anisic aldehyde, benzyl aldehyde, and mixtures thereof;

the ester materials are selected from benzyl acetate, dimethyl benzyl carbinyl
acetate, ethylene brassylate, cyclopentadecanolide, linalyl acetate, benzyl
proprionate, citronellyl acetate, hexyl butyrate, neryl acetate, prenyl acetate,
hexyl cinnamate, oxacyclohexadecen-2-one, and mixtures thereof; and

the ketone materials are selected from methyl ionone, ambretone, methyl
dihydro jasmonate, muscone, allyl ionone; and mixtures thereof.

- 21 -